

State of Wisconsin \ Government Accountability Board

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DATE: April 22, 2014

TO: Members, Senate Committee on Election and Urban Affairs
Members, Assembly Committee on Campaigns and Elections

FROM: Kevin J. Kennedy
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SUBJECT: Online Voter Registration Cost-Benefit Analysis Summary Memorandum

In 2013, the Government Accountability Board (G.A.B.) collaborated with the LaFollette School of Public Affairs to complete a cost-benefit analysis comparing online versus paper-based voter registration. A team of graduate students worked on the project for a semester, and then presented their findings to G.A.B. Staff in early 2014.

The enclosed memorandum prepared by the graduate students to G.A.B. Staff provides a brief overview of the methodology used for their analysis, as well as high-level summary of their findings. The full report and their presentation are available on the G.A.B. website here:

http://gab.wi.gov/publications/other/CBA_projects.